



Andrea Tracogna

Andrea Tracogna is the Dean of MIB Trieste School of Management, where he is also Senior Lecturer of Strategy.

Andrea is also a Full Professor of Strategic Management at the University of Trieste and holds a broad teaching experience, having taught at universities and business schools all over the world.

His research interests range from platform strategies to high-tech entrepreneurship and from internationalization processes to multichannel strategies. He has published in several peer-reviewed journals including Journal of International Management, Journal of Business Research, Journal of Retailing and Consumer Services, International Journal of Hospitality Management, Italian Journal of Marketing.

He is the Founder of Lungo Raggio Srl, an academic spin-off aimed at valorizing young talents through the provision of specialized professional services to large corporations.